tres14 research

MODELING CUSTOMER TRAFFIC TO DEALERSHIP

Feb 2016

BUSINESS VARIABLES

ACTIVE MODELS.
- NEW MODELS RELEASE
- NEW GENERATIONS OF OLD MODELS RELEASE

OFFLINE ADVERTISING
- TELEVISION
- RADIO
- PRESS
- MAGAZINES
- OUTDOOR

ONLINE ADVERTISING
- DISPLAY

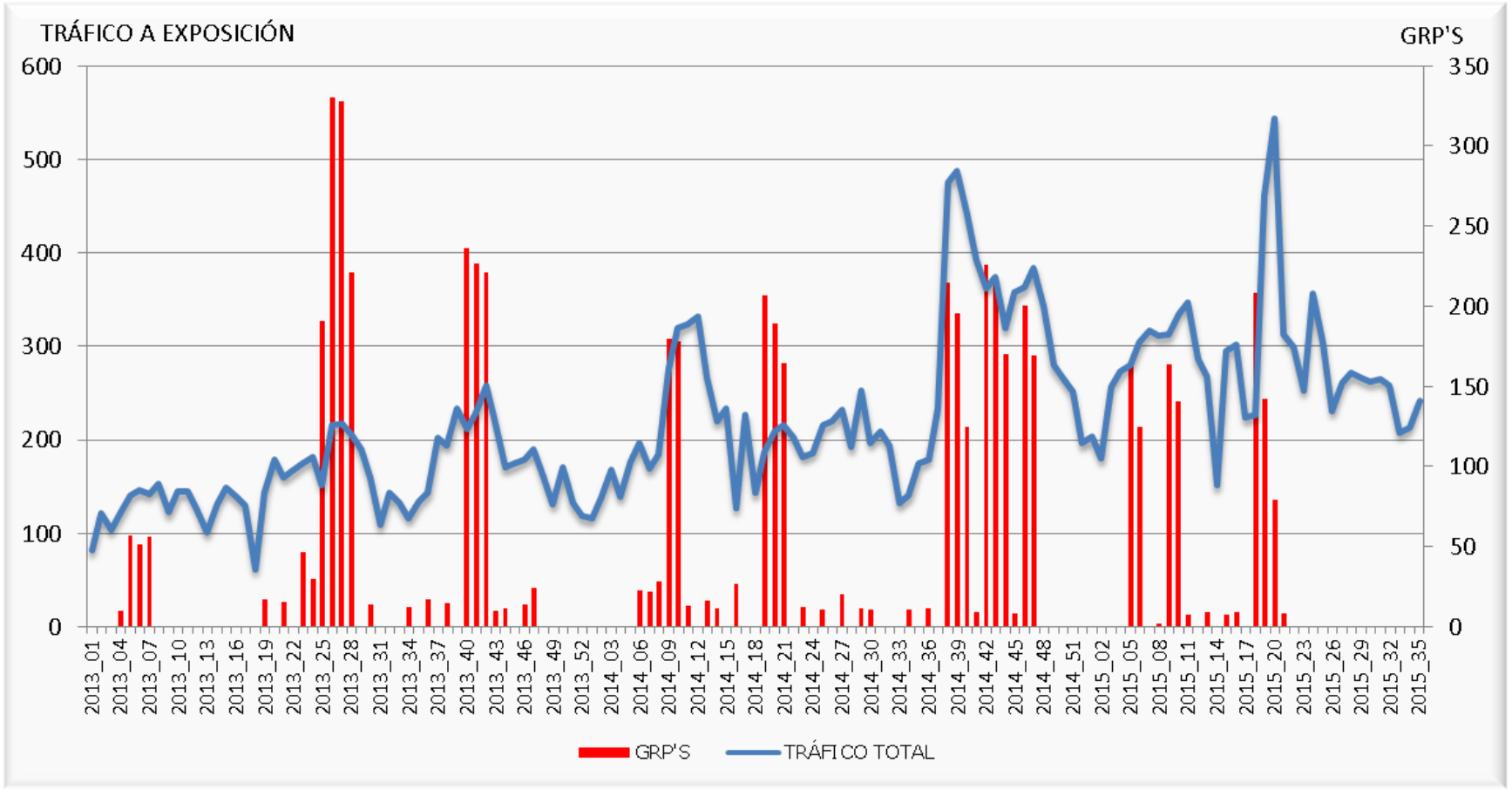
LONG TERM
- LONG TERM AWARENESS (MODELLED BY MEFE TV)

EXTERNAL VARIABLES
- MADRID AUTO SHOW

ESTACIONARY VARIABLES
- WEEKENDS
- HOLLIDAYS

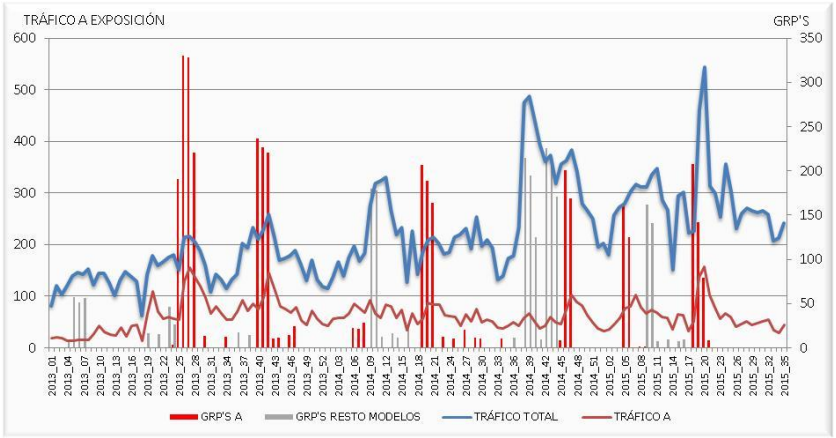
TRAFFIC TO DEALERSHIP

TV CAMPAIGN

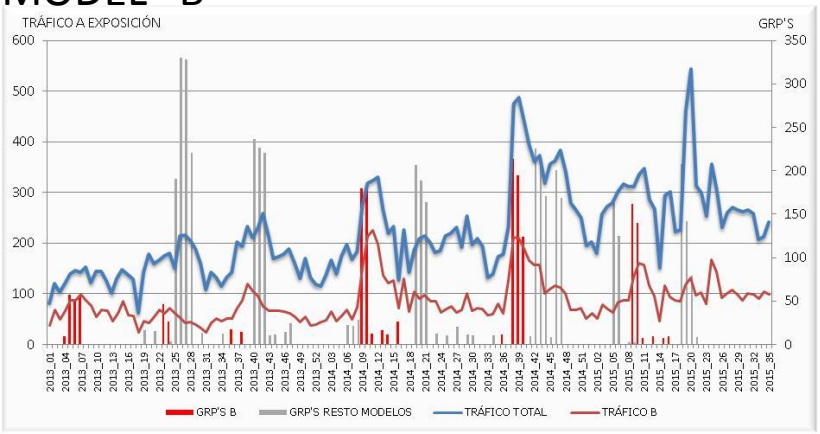

TRÁFICO A EXPOSICIÓN
GRP'S
600
500
400
300
200
100
0
350
300
250
200
150
100
50
0
2013_01
2013_04
2013_07
2013_10
2013_13
2013_16
2013_19
2013_22
2013_25
2013_28
2013_31
2013_34
2013_37
2013_40
2013_43
2013_46
2013_49
2013_52
2014_03
2014_06
2014_09
2014_12
2014_15
2014_18
2014_21
2014_24
2014_27
2014_30
2014_33
2014_36
2014_39
2014_42
2014_45
2014_48
2014_51
2015_02
2015_05
2015_08
2015_11
2015_14
2015_17
2015_20
2015_23
2015_26
2015_29
2015_32
2015_35
GRP'S
TRÁFICO TOTAL

TV CAMPAIGN

MODEL “A”



MODEL “B”



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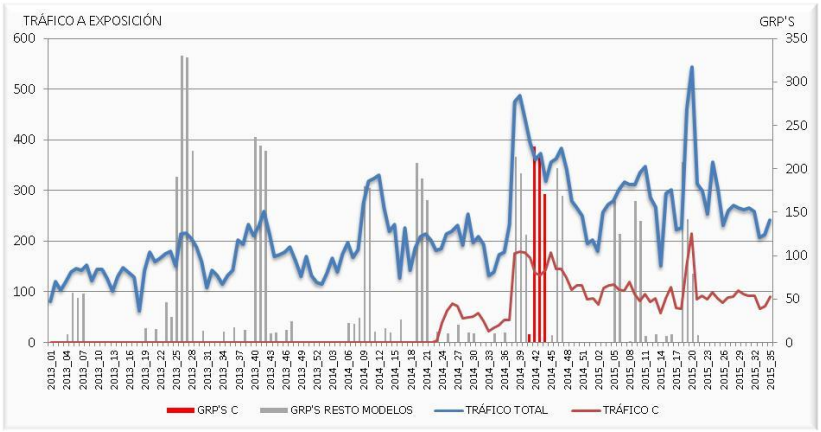
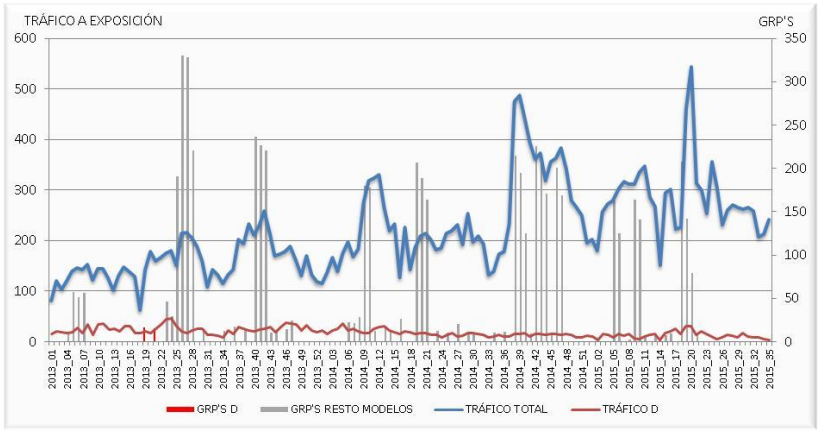
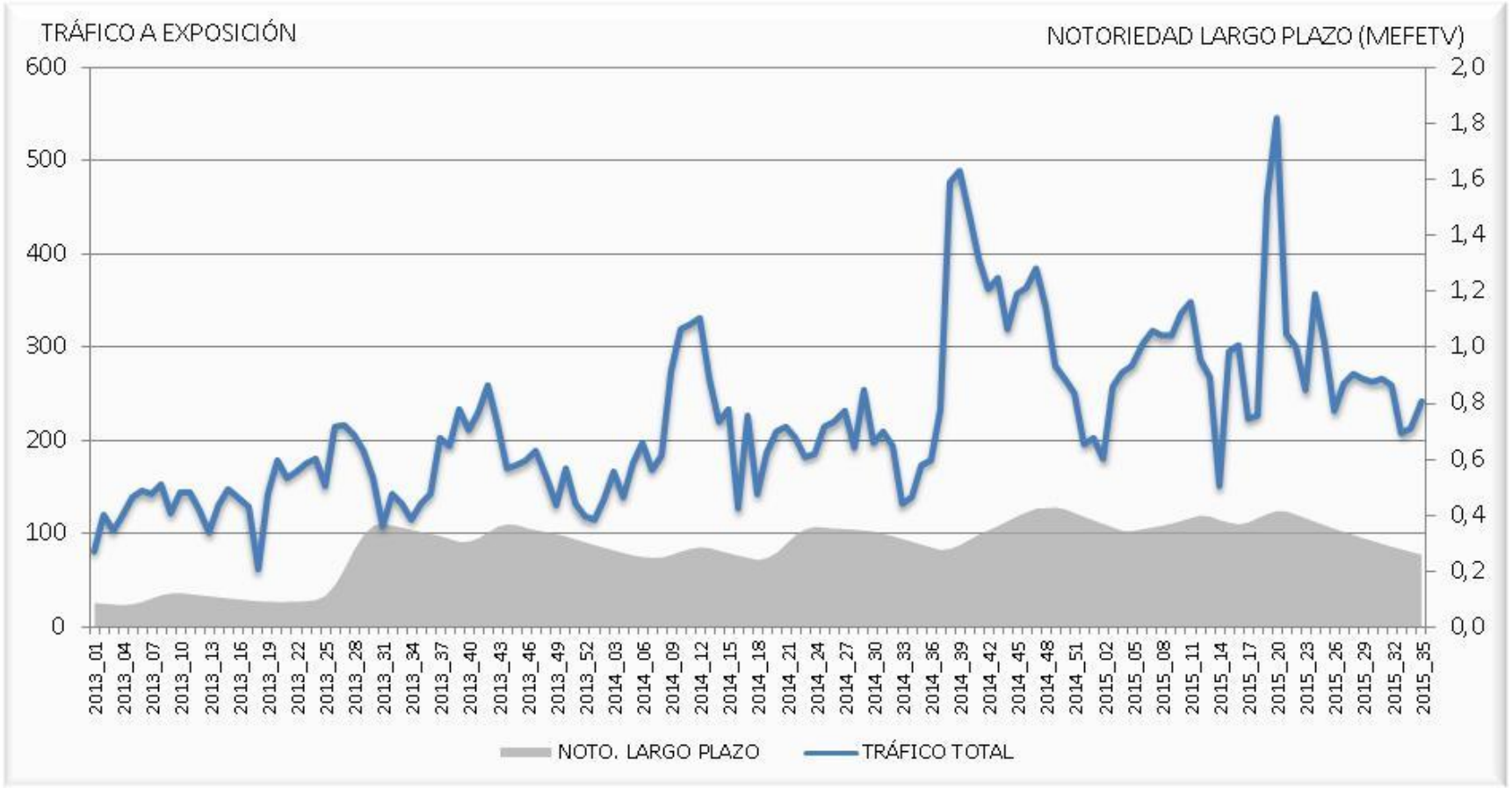


MODEL “D”

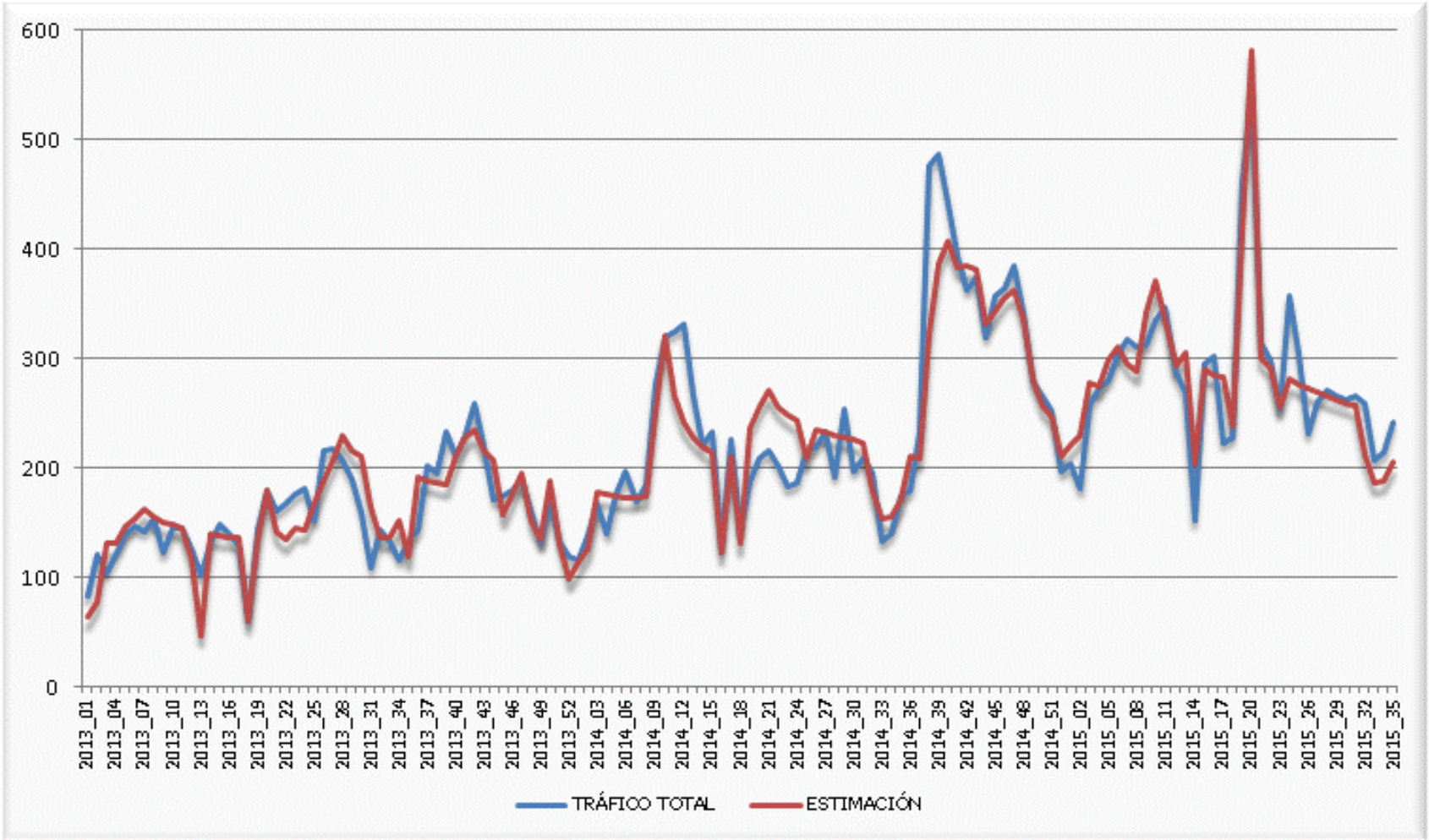


LONG TERM AWARENESS (MODELLED BY MEFE TV)



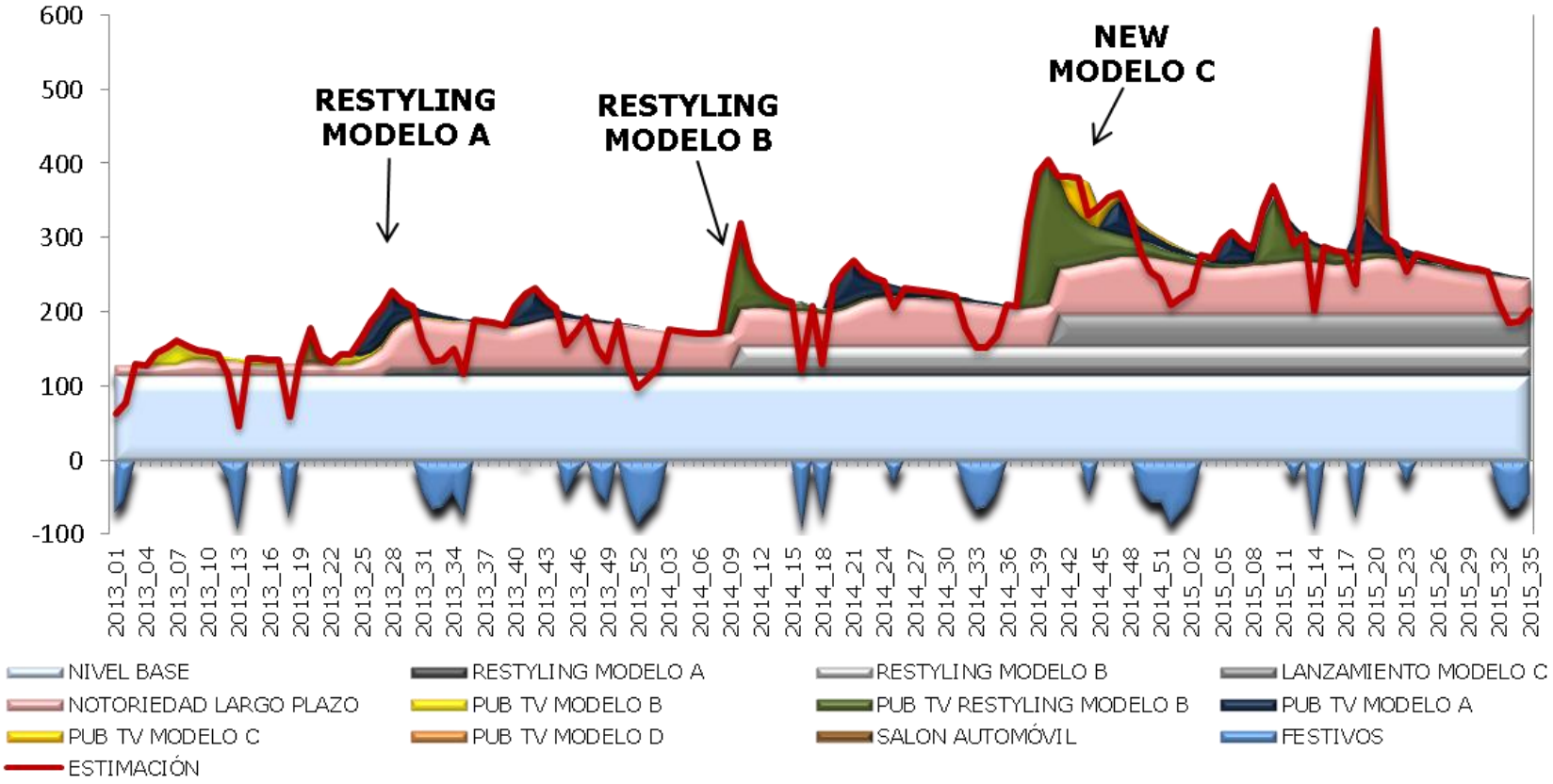
“TRAFFIC TO DEALERSHIP” FULL MODEL

"TRAFFIC TO DEALERSHIP" FULL MODEL

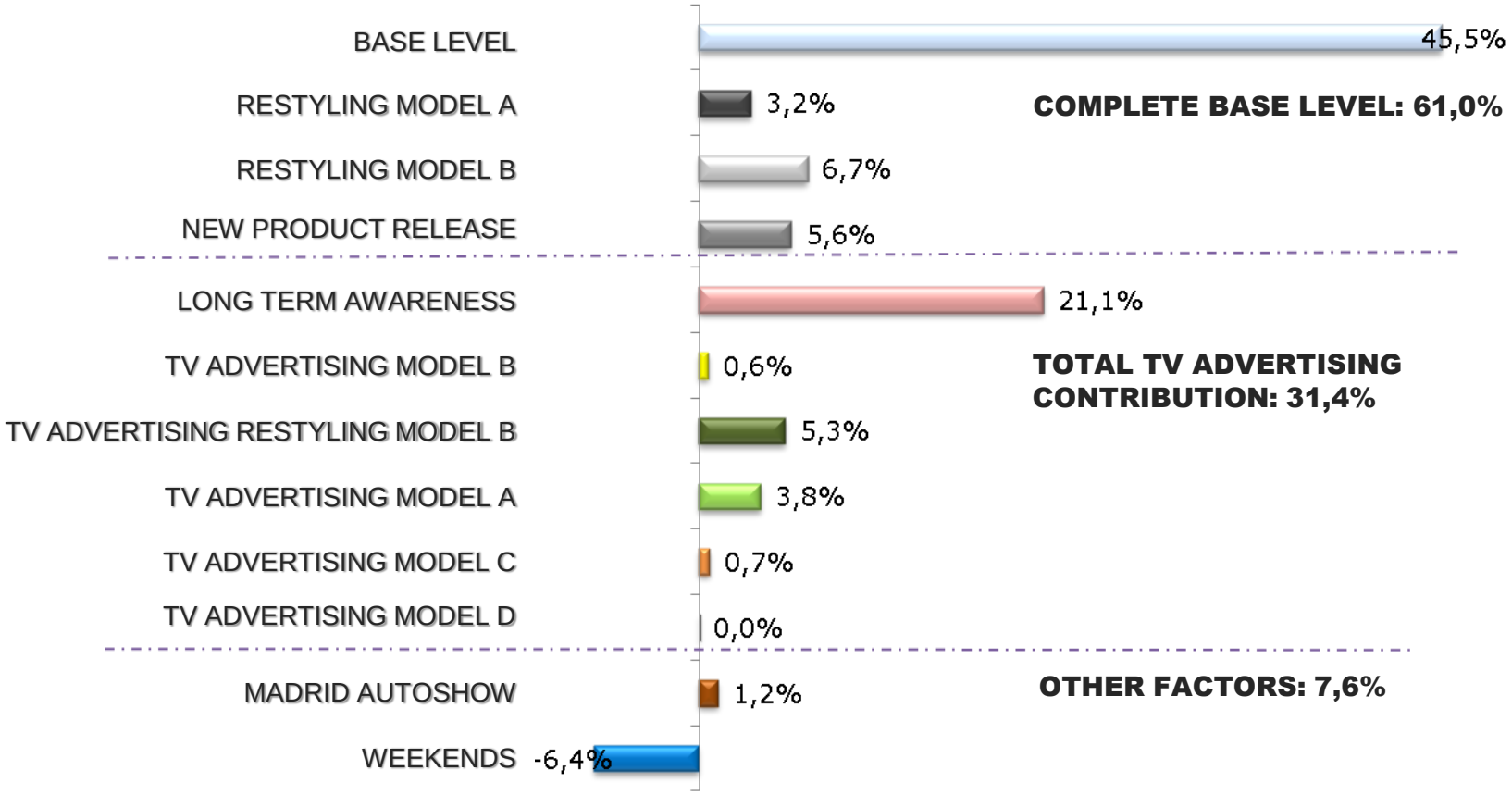


R^2=87,2%

"TRAFFIC TO DEALERSHIP" FULL MODEL



TRAFFIC DRIVERS



GLOBAL ROI

THIS PREMIUM AUTOMOTIVE BRAND GOT 1,8 DEALERSHIPS VISITS OUT OF 1 GRP

100 → 181

GRP'S 20

DEALERSHIP VISITS

INVESTIGACIÓN Y MARKETING ANALÍTICO